

Media Release

Monday, 31 July 2023

Calvary's new advertising campaign comes from the heart

Inspirational stories told by patients, residents, clients and staff are at the heart of Calvary Health Care's new national brand campaign launched today across a range of media channels to engage with customer and workforce audiences.

The creative concept adopts Calvary's refreshed branding and showcases real customers, staff and locations attached to emotional "If" statements demonstrating the healthcare provider's mission of "Being for Others".

The campaign will highlight how Calvary is the care solution across the five service streams, with a particular focus on residential aged care. There is also a strong lens on our people, highlighting Calvary as an employer of choice to attract and engage new team members.

Calvary's National Director, Customer & Communications, Bryan McLoughlin, said the advertising campaign messaging was based on the Rudyard Kipling poem *If* and was the next exciting step in the brand refresh initiative.

"There is a real synergy between Calvary's legacy of the six courageous Sisters who sailed into Sydney in 1885 to continue the mission of Venerable Mary Potter and the Sisters of the Little Company of Mary to care for those in need and the *If* poem, which encourages one to be resilient in the face of adversity and to lead a virtuous life.

"These stories in our campaign reflect Calvary's care from the heart positioning and showcases proudly what our values look like in practice," Mr McLoughlin said.

The campaign will be visible across billboards, digital, print, radio and television and you can view the concepts [here](#).

For media enquiries contact 1300 450 108 or email media@calvarycare.org.au

About Calvary:

In 1885, six courageous Sisters sailed into Sydney to continue the mission of Venerable Mary Potter and the Sisters of the Little Company of Mary to care for those in need. Thus began Calvary's enduring legacy of care in Australia. Today, we continue their mission, in our hospitals, home and virtual care services, retirement living and residential aged care homes across five states and two territories.

For more information, visit www.calvarycare.org.au.